

# Gender Pay Report 2024

At William Hill, we are pleased to share our 2024 gender pay gap data. William Hill is part of evoke plc., having rebranded in May 2024 to better reflect our diverse portfolio of internationally renowned brands.

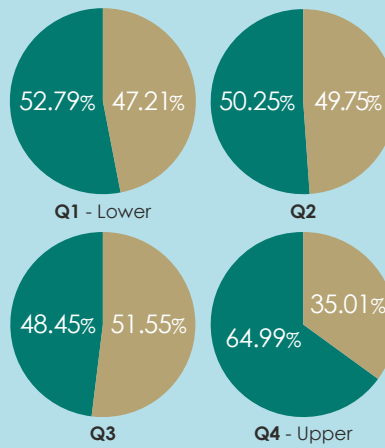
We are pleased to see that, across the newly combined business, our recent engagement surveys show an average score of 8.5/10 for the statement "I believe evoke treats all employees equally (regardless of age, race or ethnicity, gender, sex, disability, belief or sexual orientation)".

Whilst we have reported the combined group score above, please note that unless otherwise specified, the remainder of this report and all statistics will be based on employees of William Hill Organisation Ltd only, as the only UK entity with more than 250 employees.

**Key**  Male  Female

## Pay quartiles.

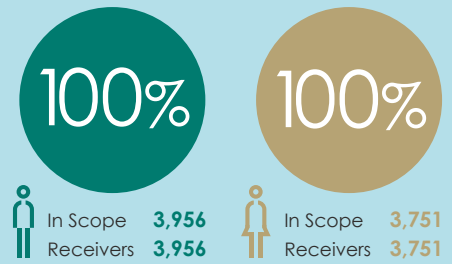
The pay quartiles reflect a gender imbalance in distribution, with males making up 54.12% of the total workforce, particularly dominating the higher quartiles (especially Q4), while females represent 45.88% and are more evenly distributed across the lower quartiles.



## Bonus receivers.

The percentage of bonus receivers reflect a year in which bonus payments were paid to all eligible Retail colleagues and were withheld for Group colleagues due to under performance against the plan.

Additional payments made were either relatively low value recognition and long service awards, or one-off awards aimed at retaining key individuals through corporate activity.



The gender pay gap is not the same as equal pay. Equal pay ensures that men and women doing equivalent jobs are paid the same.

The figures below represent our gender pay gap at William Hill, which is the difference in the average pay and bonuses between all men and women across our business. The hourly pay figure used to calculate this gap includes all components specified in the regulations, such as allowances and shift pay.

Our median pay gap has decreased from 1.8% to 0.00%. This improvement is due to a restructure in our retail shops in 2023, which involved redefining roles and implementing greater consistency in pay structures for shop positions. As a result, the vast majority of colleagues now receive the same pay rate for the same role, with only a few exceptions, which will diminish year on year.

However, our mean pay gap has increased to 18.26%, up from 14.20%. The primary factor contributing to this gap is the gender imbalance at senior levels within the organisation. Currently, women represent 35% of those in the upper quartile of salaries.

To address the mean gender pay gap, we have set gender targets for senior management (Executive Committee and their direct reports, excluding executive assistants). We are encouraged by the progress made in gender representation, with female representation currently at 33%, up from 26% at the end of 2023.

By concentrating our efforts in this area, we aim to drive measurable progress and sustain continued success. Our commitment to fostering an inclusive environment where every colleague feels valued, empowered, and respected remains unwavering. This focus on gender serves as the foundation for broader inclusivity initiatives across the organisation.

0.00%

'Median' Pay Gap

Median Male Hourly Pay  
£11.44

Median Female Hourly Pay  
£11.44

18.26%

'Mean' Pay Gap

Mean Male Hourly Pay  
£16.72

Mean Female Hourly Pay  
£13.67

27.96%

'Median' Bonus Gap

Median Male Bonus  
£255.01

Median Female Bonus  
£183.71

-5.86%

'Mean' Bonus Gap

Mean Male Bonus  
£532.99

Mean Female Bonus  
£564.25

\* The mean and median bonus gaps are higher than the pay gaps due to the high number of men in senior management.

# Gender Pay Report 2024

## How are we doing?

### Advancing diversity targets.

As previously stated, we have set gender targets for senior management this year (Executive Committee and their direct reports, excluding executive assistants) that align with UK government priorities on diversity, with a specific focus on gender. We remain dedicated to building an inclusive environment where every colleague feels valued, empowered, and respected. Our focus on gender is a key foundation for broader inclusivity initiatives across the organisation.

### International Women's Day and Accelerating Action.

This year, our International Women's Day celebrations embraced the theme of **#AccelerateAction. Our EmpowHER, Race Together, and Proud to Be** employee communities joined forces with the Executive Committee sponsor of EmpowHER to host a powerful and thought-provoking discussion. They tackled key topics such as female representation, inclusion in the gambling and gaming industry, the additional challenges faced by women who are also part of other underrepresented groups, and how EmpowHER is driving action within Evoke.

We also held an inspirational panel discussion featuring some of our incredible female leaders, who shared their unique career journeys with honesty and vulnerability. They reflected on the challenges they've overcome, the milestones they're proud of, and the advice they'd give their younger selves.

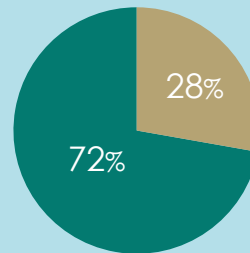
Beyond these discussions, our Leadership and Talent team partnered with our wellbeing partners to deliver a series of interactive webinars designed to empower women to grow, lead, and thrive. These sessions, open to all, covered topics such as career planning and personal branding, overcoming imposter syndrome, the power of networking and assertiveness, emotional intelligence and resilience, and women's health and financial wellbeing.

### Gender balance.



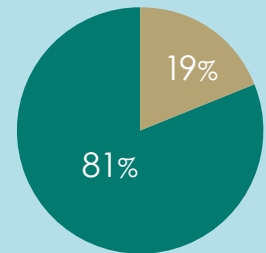
All Employees

Senior Management



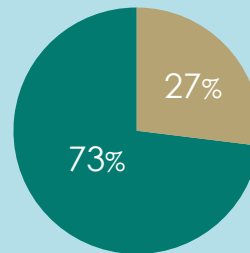
184 Employees

Technical & Mid-Management



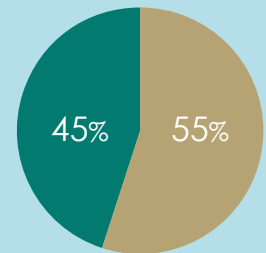
604 Employees

Admin & Support



332 Employees

Retail & Shop



5,216 Employees

### 'Mean' Pay Gap by grade

	Male Employees	Female Employees	'Mean' Gender Pay Gap
Senior Management	133	51	-0.93%
Technical & Mid-Management	490	114	-1.90%
Admin & Support	243	89	-7.22%
Retail & Shop	2,349	2,876	1.22%

Key  Male  Female